



Case Study

While the manufacturer representative was looking to salvage one of her accounts, the district manager was looking for an overall strategy for reimbursement support for his representatives and their clients. Based on the successful partnership with Access MediQuip on the sales representative's troubled account, the district manager was able to introduce Access MediQuip to other members of his sales staff to help grow their accounts as well.

A Partnership that Provides Access

Challenge:

A representative of a major implantable device manufacturer was intent on penetrating a facility within her region. The facility was not offering the procedure that utilized her technologically advanced product, yet she was aware that facility's surgeons were currently performing the procedure at other sites. In discussions with the facility's financial executives, the representative realized that product costs and reimbursement risk were the main barriers holding her account at a standstill.

The Solution:

The representative discussed the situation with her district manager, during the discussion he suggested she contact Access MediQuip. She initiated a meeting to better understand how a partnership with Access MediQuip could help grow her business. She learned that through Access MediQuip, she could offer the facility a flexible solution beginning with product procurement and extending through reimbursement and billing. Access MediQuip's contracted relationships with several national payers could enable the facility to offer services to the plan's members. This allowed the facility to service its patients instead of deferring them to other locations. After developing an account-specific strategy in concert with her Access MediQuip counterpart, the representative convinced the facility's financial officer's to meet with her.

At the face-to-face meeting, the representative laid out a comprehensive program that addressed the key account barriers: capital outlay and reimbursement risk. Once the financial team was able to analyze the program and learn about Access MediQuip's hands-on experience, they were enthusiastic about executing the plan.

During the last quarter of 2008, the representative worked closely with Access MediQuip and the facility to implement Access MediQuip's Implant Management Platform.

Medical Device Solutions
Powered by Experience

About Access MediQuip

Since 1997, we've been committed to developing innovative and comprehensive device management solutions. Through our extensive experience, we've developed a flexible Implant Management Platform that enables Healthcare Providers, Manufacturers and Payers to respond to their ever-changing implantable device challenges. By providing services in 100,000 cases, utilizing more than 400,000 devices, we've gained valuable insight that can help power your business.

For more information about how Access MediQuip's comprehensive medical device solutions and consulting services can help achieve greater success for your company, please call 877.985.4850.

By implementing the Implant Management Platform, the facility was able to:

- Reduce capital outlay for costly implantable devices
- Significantly improve cash flow
- Mitigate risk associated with reimbursement
- Offer services to additional patients

By partnering with Access MediQuip, the representative was able to:

- Provide key surgeon contacts with more locations in which to perform implantable device procedures, while preserving their product preference
- Extend service and solution offerings to her clients, enabling her to overcome objections related to capital outlay and reimbursement risk
- Focus her conversations around the therapeutic value of her products
- Become a trusted partner to her clients by helping them solve business problems

Results:

The manufacturer's representative was able to initiate activity on an account that had been dormant and she developed key relationships with the facility's financial executives. In just a few short months the account yielded a significant number of referrals involving her high-value product from a facility that previously did not offer its associated procedure. Access MediQuip was also able to introduce the representative into several additional accounts, doubling her existing business in the area. After just three months she is projecting an incremental 30% increase in sales for the year.



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